

Creative State

EXECUTIVE SUMMARY

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Creative State is Victoria's first creative industries strategy. It puts our creative industries at the forefront of the state's future growth, prosperity and liveability.

Victoria already has major strengths across the creative industries. These provide a solid platform upon which to build. Our small to medium and independent sector is a creative powerhouse, globally-connected, innovative and a source of local pride and enjoyment. We have distinctive Aboriginal cultural practice, from traditional crafts to contemporary art, fashion, literature and theatre. Victoria is the national focus of visual and performing arts, music and design. We account for about half of Australia's television drama production and half of Australia's digital games sector.

Victoria's state-owned cultural institutions anchor our global profile and reputation for cultural accomplishment. They host more than ten million local and international visitors each year and hold cultural collections worth more than \$5 billion. Victorian-based philanthropic support for arts and culture is the strongest in the nation.

Our state has been enriched by people from more than 200 countries around the world and this continues to influence our creative and cultural offering.

Collectively, Victoria's creative industries make up eight per cent of the economy, contributing almost \$23 billion and 220,000 jobs.¹

Creative State is a new investment of more than \$115 million over four years that will put Victoria and Melbourne among the pre-eminent global creative industries destinations, enabling us to attract and develop the best talent and provide unparalleled opportunities and access to cultural experiences for local communities and visitors. It is a game-changing opportunity for Victoria's creative sectors to work together more closely, to learn from each other, to share insight and resources and to secure a larger proportion of markets and audiences across the world.

Creative State will address major challenges to the sustainability and growth of creative industries, like fundraising, building skills and reaching overseas audiences and markets. It will help to increase our pool of creative practitioners and their capacity to be ambitious, to experiment and to collaborate. It will increase cultural production and stimulate engagement and participation for more people in more places across the state.

Action areas and key actions

Building on current areas of government support, Creative Victoria will lead the delivery of 40 new actions across five action areas. Implementation will involve working closely with other parts of government, like Health and Human Services, Education and Training, Justice and Regulation and Visit Victoria, as well as partnerships with external bodies such as LaunchVic, industry associations and local government. The new Creative State Advisory Board, chaired by the Minister for Creative Industries, will bring a mix of expertise and advice to particular projects.

The five major areas of focus and key actions in *Creative State* are –

1. Backing creative talent (\$6.35 million over four years)

Creating more opportunities to produce and present great work

- a major investment in our Aboriginal arts and culture, to be delivered in partnership with Aboriginal business and community groups (Action 1).
- assistance to artists for the production of significant works as well as career advancement (Actions 2 and 3).

2. Strengthening the creative industries ecosystem (\$57.35 million over four years)

Building capability and conditions for growth

- access for creative industries to business acceleration services to stimulate entrepreneurship and develop a stronger capacity to commercialise ideas and capture economic returns (Action 6).
- support for screen industry business development, production activity and events (Actions 13 and 14).

3. Delivering wider economic and social impact (\$14.05 million over four years)

Stimulating innovation and wider creative impact

- a major investment in design to support design businesses and broaden the impact of design (Action 19).
- a pioneering cultural solutions program to extend the role of creative services in securing social benefits, to be delivered in partnership with government and community organisations (Action 15).

4. Increasing participation and access (\$32.15 million over four years)

Engaging more Victorians in cultural and creative endeavour

- place-based actions, in partnership with suburban and regional councils, to establish spaces for creative enterprises and collaboration, and stronger cultural engagement with communities (Actions 7, 21 and 37).
- specific actions in regional centres, including Bendigo, Ballarat, Latrobe Valley and Shepparton to enhance creative experiences and infrastructure (Actions 9 and 22 to 26).
- actions to achieve greater diversity in employment, programming and participation in the creative industries (Action 20).

5. Building international engagement (\$5.05 million over four years)

Extending Victoria's impact and profile for global audiences, visitors and markets

- a stronger commitment to creative industries touring, collaboration with overseas partners to grow our international impact and opportunities for Victorian businesses to take products and services to the world (Actions 30 to 34).
- a major initiative to determine how Melbourne can become a world-renowned cultural tourism destination, based on having the right mix of cultural infrastructure, organisations, programming and investment (Action 29).



Right: Polyglot Theatre and Suitcase Royale *Separation Street* (2015). Photo: Greta Costello

This Green Room award-winning interactive performance was co-created by Polyglot Theatre and comedy and music theatre group Suitcase Royale, in collaboration with Victorian primary school students.

